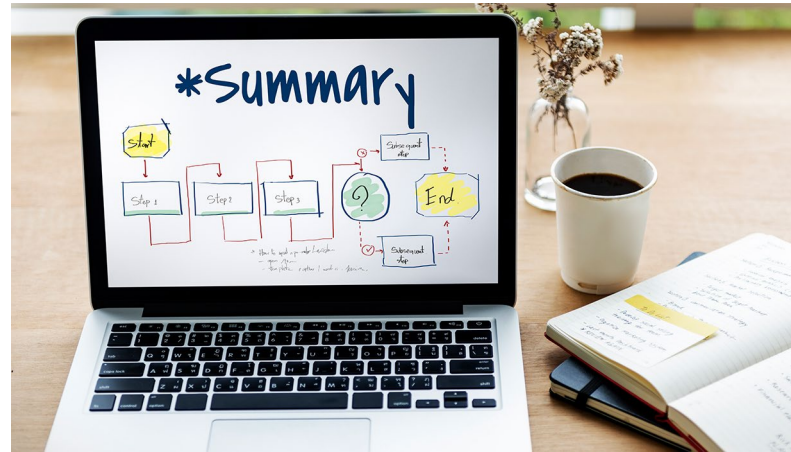**LUMINA DATAMATICS®**

WE MANAGE KNOWLEDGE™

Improving the Speed of Listing Products Online using a Tried-and-Tested Workflow Model

CLIENT OVERVIEW:

The client is an omnichannel imaging, photography, and consumer electronics retailer in North America.

PROBLEM

The client had comprehensive processes that needed to be scaled as they rapidly grew over time. Their extensive catalog expanded daily and needed to be integrated and onboarded on several marketplaces to meet customer demands. But, the client could not onboard new items at the expected rate to compete with other sellers. The client wanted to build an effective workflow to manage item setup, imaging, order management, and customer support across multiple marketplaces.

SOLUTION

Lumina Datamatics built a dedicated team of qualified and experienced eCommerce professionals to address the client's growing product demand. The solution developed had the following inclusions:

- Item set up for own portal, amazon.com, groupon.com, and overstock.com

- Analyze, sort, and curate online product content

- Create fresh content

- Source relevant product attributes

- Create product images

- Monitor orders to fulfilment

- Monitor auctions on auction sites

- Update/edit product categories and content edits for active listings

- Support the client's customers by resolving order-related queries

RESULT

- GTM for new product listing improved to 48 hours instead of seven days

- The capacity to onboard and list new items increased 4.5 times from 400 to 1800 a month on an average

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.